

Healthy Works, Making a Difference

Highlighted Accomplishments, March 2010 - March 2012



Healthy Places

- **Health Impact Assessment and Forecasting** — The Health Atlas, completed in March 2012, compiles, visualizes, and analyzes conditions related to health and wellness in the San Diego region. It consists of a series of evidence-based maps that largely focus on health determinants, rather than health outcomes, particularly those related to regional and local planning and decision making. The four main issue areas addressed in the Atlas are physical activity and active transportation, injury prevention, nutrition, and air quality.
- **Regional Comprehensive Land Use and Transportation Policies** — In partnership with the Public Health Stakeholders Group established through CPPW, SANDAG developed a draft health policy framework for incorporating public health considerations into regional planning that will be part of the Regional Comprehensive Plan update.
- **Healthy Communities Campaign** — SANDAG awarded \$1.04 million in 12 pass-through grants to 10 local jurisdictions and tribal governments to promote public health considerations in community planning and active transportation. Among the recipients were the cities of La Mesa, San Diego, Santee, Vista, Chula Vista, Oceanside, Encinitas, and Escondido, as well as the Campo Band of Mission Indians and the La Jolla Band of Luiseno Indians.
- **Safe Routes to School** — SANDAG awarded 11 grants totaling \$341,000 to support comprehensive safe routes to school planning and encourage and educate students, parents, school officials, and community stakeholders on walking and bicycling to school safely. These grants support the Regional Safe Routes to School Strategic Plan, which was accepted by SANDAG's Transportation Committee in March 2012.
- **Active Commuters Transportation Promotion/Regional Bikeway Signage and Promotion** — As part of SANDAG's SchoolPool program, 22 schools representing nearly 15,000 students participated in the Walk, Ride, and Roll to School Campaign Challenge, during which students logged 15,674 miles walking or riding to school.

Healthy Foods

- **Healthy Food Systems** — A web-based procurement program will act as a conduit between growers and buyers, facilitating the procurement of locally grown produce as well as enabling growers to target their crops to meet local needs.
- **Fresh Fund Program** — Enrollment in Fresh Fund reached 8,050 people, nearly three times the target goal, increasing access to nutritious produce for at-risk and vulnerable populations who visited the participating farmers markets in City Heights, San Marcos, Linda Vista, Golden Hill, and Southeast San Diego. The program also generated the following revenue: EBT sales, \$158,701; cash sales, \$170,979; WIC sales, \$92,841; and Fresh Fund distributed, \$369,920.
- **School and Community Gardens** — Through the Regional Garden Education Centers in National City, Encinitas, Spring Valley, City Heights, and South San Diego, 26 free gardening classes were provided to 587 members of the public.



Healthy Works, Making a Difference

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- **Breastfeeding/Lactation Workplace Policy** — With support from Healthy Works staff, the California School Boards Association developed a new lactation accommodation policy that can be adopted by any of the 800 school districts statewide. Locally, National School District adopted this policy in December 2011.



- **People's Produce Project** — The establishment of a local farmers market and a community garden in the Mt. Hope neighborhood significantly increased access to locally grown, fresh produce for the residents of Southeast San Diego. The market is served by eleven local growers, seven health screening and health promotion providers, and eight other community resources.



Healthy Schools



- **School Wellness Policies and Before, During, and After School Physical Activity** — Six pioneer districts implemented enhancements to their school wellness policies to improve healthy eating and physical activity in schools; students in target schools are now physically active the majority of time in physical education classes. The participating districts include La Mesa-Spring Valley, Mountain Empire Unified, National, San Diego Unified, San Marcos Unified, and San Ysidro school districts.



- **Healthy School Breakfast and Summer Meals Programs** — Through the farm to school program, the San Diego Unified School District formed a partnership with 12 local farmers, resulting in system-wide change in the way food is procured for 78,000 lunches served daily at 288 schools.

Overarching Activities



- **Media Campaign** — The *Healthy Works* media campaign launched in February 2011 and has included TV/radio ads, internal and external bus ads, on-line banner ads, outdoor transit ads and mail circulars to target communities supporting the overarching messages of *Healthy Works*, as well as intervention-specific campaigns. With more than 109,821,766 campaign impressions to date, the campaign resulted in multiple successes for the individual interventions, more than 80 earned media activities and an actively engaged on-line community. The *Healthy Works* web site, www.healthyworks.org, has attracted 23,622 visitors since its launch in 2011 and is a key component in the sustainability of *Healthy Works* and *Live Well, San Diego!*



- **Resident Leadership Academy (RLA)** — The 51 participants who graduated from academies in Oceanside, Lemon Grove, Southeast San Diego, and National City have launched 13 community improvement projects. The projects include improving safety and walkability around neighborhood schools and parks, creating joint-use agreements to open access to school- and city-operated facilities, and enhancing access to fresh produce via farmers markets and school and community gardens. In addition, RLA efforts have helped leverage additional funding for existing community initiatives that align with project goals.



- **BMI Surveillance** — This project has added 11 electronic health record linkages to community clinics and private physician offices through the San Diego Immunization Registry. The more than 1.8 million records for almost 500,000 individuals contained in the registry allows the County to measure progress in its efforts to reduce obesity in San Diego.

